

ABSTRACT OF THE DISCLOSURE

A method of analyzing an image provided by a user to determine the likelihood of user interest in materials related to products of third parties and sending such materials for display or printing for the user including scanning a hard copy of an image provided by a user to provide a digital image and sending such image to a memory location, automatically analyzing the scanned digital image to determine the likelihood that materials related to products will be of interest to the user by recognizing features which relate to the product of users, such features being selected from the group consisting of product trademarks, product trade dress, and other products which are related to the third party products, and selecting one or more items of product materials based on their likelihood of interest to the user and sending them to the user for display or printing.